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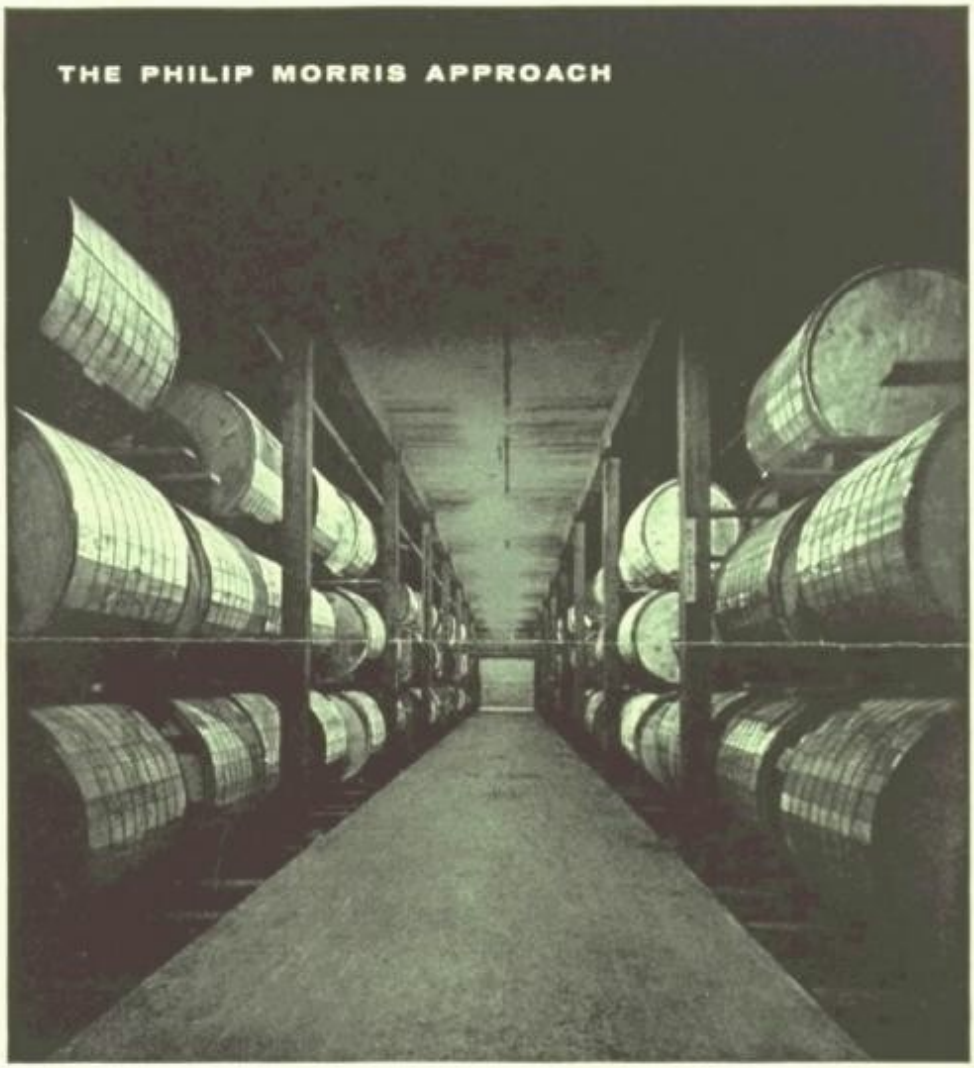

WIDE-AWAKE FLAVOR FROM A 3-YEAR "SLEEP"

Every tobacco leaf we use at Philip Morris Inc. is put to bed in a big wooden hogshead and stored away for a long mellowing sleep before we roll it up in a cigarette. How much sleep is needed depends on the kind of tobacco. (Most tobacco needs from two to four years.)

In the meantime, mysterious things happen to the sleeping tobacco.

Twice a year natural flavor oils shift in and out of the leaves. Their texture becomes soft and pliable. Gradually, the tobacco takes on its full-bodied flavor.

Our tobacco men know when to wake the tobacco. And, somehow, they know how much of each different leaf is needed to blend the right flavor in each smoke.

This is an art that comes only with long experience—20 to 30 years of it. No short cuts.

That's why we take our time at Philip Morris Inc. And that's why you get so much pleasure from these brands.

PHILIP MORRIS
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